



P e t t i s , M B A , M S R E D , C D M P / P C M ®

Brand Marketing & Creative Design Leader - Digital & Social Channels

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PROFESSIONAL PROFILE

I am a Brand Marketing & Creative Design Leader with 10+ years of experience conceptualizing and operationalizing cohesive omnichannel digital marketing strategies predominantly for regional and national brands within the real estate and nonprofit industries. As a purpose-driven marketer, I am skilled at building and managing high-performing marketing teams within an agile team structure. I have a proven track record of spearheading the overall brand and marketing operations for a national real estate development company with \$2 billion in assets by implementing digitally centered brand awareness campaigns that significantly increased social media followership and engagement. As a brand marketer, I blend first-party data, industry insights, and cultural understanding to create a holistic framework of a company's identity and position in the marketplace.

EDUCATION

Doctor of Business Administration – DBA in Marketing

Dissertation Focus: The Incorporation Of #Race-Conscious Corporate Social Responsibility Initiatives Into Brand Strategy And Evaluating How It Impacts Brand Affinity Across Various Stakeholder Groups.

Rutgers University
All But Dissertation (ABD)
Anticipated Completion: 2025

Master of Business Administration – MBA in Marketing

Montclair State University

Master of Science – MSRED in Sustainable Development

New York University

Bachelor of Fine Arts

Kean University

LEADERSHIP EXPERIENCE

VP, Diversity, Equity, Inclusion, & Access

AMA NJ Chapter / Remote / 2023 - Present

- Act as co-chair of AMA NJ's C.I.R.L.C.E. (Cultivating Inclusion, Representation, Leadership, Community, and Engagement) Committee
- Create processes and workflows to incorporate DEI into the NJ AMA chapter intentionally.
- Develop and implement training for AMA New Jersey's community to better understand the concepts and terminology around diversity, equity, and inclusion.
- Form measurement frameworks to track the progress and impact of DEI initiatives.

AVP, Leadership, Experience, and Development Strategist

AMA NJ Chapter / Remote / 2022 - 2023

- Assist with the creation of processes and workflows to incorporate DEI into the NJ AMA chapter intentionally.
- Helps AMA New Jersey's community understand the concepts and terminology around diversity, equity, and inclusion.
- Aid in developing measurement frameworks to track the progress and impact of DEI initiatives.

Marketing Advisor

Cures of Color/ Remote / 2022 - Present

- Partnering with the Founder and Marketing & PR Chair, I oversee and direct the marketing committee's initiatives.
- Providing support, oversight, and mentorship to marketing committee team members.
- Utilizing industry best practices and familiarity with the organization's mission to inspire the team's development of well-researched ideas, content, and strategies.
- Monitoring and analyzing KPI performance, offering suggestions and improvement opportunities as needed.

- Ensured that Honor Yoga Corporate, Independent Franchises, and the nonprofit Foundation adhered to its stated corporate commitment to Inclusion, Diversity, & Anti-Racism.
- Developed various programs, initiatives, and training to reinforce this commitment.
- Utilizing industry best practices and familiarity with the organization's mission to inspire the team's development of well-researched ideas, content, and strategies.
- Executed projects from concept through to completion, including defining goals, and concept boards, collaborating with brands, design, production, and delivery.

ASSISTANTSHIP EXPERIENCE

Brand Marketing Graduate Research Assistant

Institute for the Study of Global Racial Justice / 2022 - Present

The Institute for the Study of Global Racial Justice, ISGRJ, is a conduit for new knowledge and ideas, providing opportunities for Rutgers faculty whose inquiries address racism and social inequality to work collaboratively and effect meaningful action and positive change. As a research assistant for ISGRJ, I aid the Director of Communications and Fundraising Director in crafting brand messaging and developing strategic partnerships with corporations.

Lead Research Assistant

Black Mental Health Report / LAN Foundation / 2021 - 2022

The Latino Action Network Foundation and Salvation and Social Justice came together to develop an actionable mental health agenda for policy reform from a Black perspective for the Black community in New Jersey (NJ). As the lead research intern on this project, I transcribed community focus groups, practitioner round table discussions, and individual interviews. I also compiled the transcriptions from all other research interns into a single document for the lead researcher.

Presentations / Public Speaking Engagements

Race, Racism, & Anti-Racism Presentation

LANF Youth Conference / LANF / Nov. 2021

On November 2021, Latino Action Network Foundation gathered youth from across the state to learn about key policy issues affecting the Latine community in NJ and ways to get involved. I presented training on Race, Racism, & Anti-Racism.

Housing Policy Panelist

Affordable Housing Policy Roundtable / LANF / Sept. 2021

The Latino Action Network Foundation, LANF sponsored a housing roundtable on September 10, 2021, to assess the affordable housing situation in the state and offer policy recommendations. This policy report identifies several measures to address the growing affordable housing crisis. It sets forth a series of policy recommendations that our organizations pledge to support. It was crafted with ongoing input from over a dozen panelists, including myself, who discussed and debated the proposals. Participants were asked to consider what policy objectives could be achieved in the next few years.

Professional EXPERIENCE

Head of Digital & Social Media Marketing

Woodmont Properties / Fairfield, NJ / 2022 - Present

Spearheaded enhancing Woodmont's brand marketing through innovative corporate and employer brand identities, bolstering top-of-funnel brand awareness with an amplified digital presence, and crafting a cutting-edge corporate recruitment marketing strategy.

- Established a recognizable brand by maintaining consistent articulation, style, and voice across all internal and external initiatives.
- Collaborated with the executive team to create a comprehensive brand architecture and positioning framework, meaningfully connecting Woodmont Properties' (WP) sub-brands.
- Managed and evolved brand positioning and messaging for the company and its core offerings.
- Steered the development of Woodmont Properties' brand voice, overseeing the creation and evolution of brand strategies, guidance, and assets (e.g., brand naming, identity assets, and guidelines).
- Championed the development and adoption of company brand standards.
- Accountable for creating and maintaining holistic long-term and annual brand marketing plans, strategies, and budgets that bring the brand vision to life.
- Devised strategic plans to boost awareness and familiarity of WP among critical markets, business affiliates, and target audiences, resulting in a 25% increase in direct website traffic.
- Launched an Instagram brand awareness campaign that increased followers by 89% and account engagement by 17.6% within 30 days.
- Developed a recruitment marketing strategy that led to a 42.3% increase in LinkedIn followers, a 33.8% increase in account engagement, a 12.5% increase in account search appearances, and a 74.5% increase in career page clicks from LinkedIn within 30 days.
- Oversaw brand budget and vendor management, including a partnership with a creative agency.

- Fostered internal brand advocacy by designing engaging campaigns and guidelines that resonate with the company's purpose and vision, achieving a 20% increase in employee brand ambassadors.

Brand Director

JerseyStem / Remote / 2021 - 2022

Effectively managed the organization's development and reconfiguration of brand and service management strategies. I worked cross-functionally with multiple departmental leads to create brand marketing campaigns that boosted awareness for JerseyStem and its programs while maintaining the brand voice. Additionally, I ensured that brand initiatives aligned with and supported the organization's public image.

- Built and led a six-person marketing team responsible for executing JerseyStem's digital marketing initiatives, achieving an average 30% increase in brand awareness KPIs.
- Established business unit KPIs, co-op marketing goals, and metrics for brand marketing initiatives, resulting in a 23% improvement in overall marketing performance.
- Developed a Brand Marketing team of 5 and spearheaded strategy execution across digital marketing, PR, social media, and events, driving a 47% increase in audience reach.
- Revitalized social media marketing efforts, significantly enhancing customer engagement and brand loyalty with a 33% growth in followers and a 56% increase in engagement rates.
- Crafted email marketing campaigns that consistently achieved 27.8% or higher open rates, outperforming industry benchmarks.
- Successfully executed complex projects involving remote coordination of multiple teams, assets, and technologies, with a 93% on-time completion rate.
- Directed the implementation and adherence to brand guidelines for all omnichannel external communications, ensuring consistent messaging and unified brand identity.

VP Marketing

Honor Yoga Foundation / Remote / 2020 - 2021

Successfully developed and executed strategic communication initiatives building comprehensive content strategies and implementing innovative ideas that employed best practices in inclusive and responsible marketing communication, fostering a culture of diversity, equity, and inclusion.

- Devised and implemented marketing strategies that seamlessly integrated with all fundraising activities, grants, and programming efforts; managed website, budget, and KPI measurement; oversaw marketing materials, podcast, email campaigns, events, social media, and overall digital strategy; and directed marketing efforts targeting donors and potential donors, resulting in a 30% increase in donor engagement and a 20% growth in fundraising revenue.
- Maintained a cohesive aesthetic across internal and external materials, including website, social media channels, presentations, and other promotional materials, ensuring a consistent brand image and contributing to a 25% improvement in brand mentions and a 37% increase in branded search.
- Led an 18-person virtual agile team, collaborating with cross-disciplinary internal teams and coordinating with external vendors to achieve project goals and maintain efficient workflows, successfully completing 95% of projects on time and within budget.

Marketing Director

Evolution RE Partners / Morganville, NJ / 2019 - 2020

As a marketing director, I expertly managed all marketing and content creation initiatives for Evolution Real Estate Partners, a Keller Williams real estate team comprising 15 agents. In this role, I also served as the technology trainer and spearheaded Facebook and Instagram ad campaigns.

- Orchestrated end-to-end planning, management, and execution of digital projects, ensuring seamless delivery.
- Developed marketing collateral, logos, and presentations while designing websites, landing pages, and email campaigns, resulting in a 30% increase in lead generation and a 25% improvement in conversion rates.
- Managed social media pages such as Facebook, Instagram, and LinkedIn, consistently maintaining a 95% satisfaction rating over a 12-month period and growing the follower base by 45 - 55% month over month.
- Devised a quarterly digital marketing content calendar, leveraging customer insights to craft relevant and engaging content and messaging that resonated strongly across multiple channels, contributing to the growth of a loyal customer base and a 35% increase in user engagement.
- Successfully executed Facebook and Instagram ad campaigns, achieving a 40% reduction in cost per acquisition and a 60% increase in return on ad spend (ROAS) within six months.

New Home Sales & Marketing Specialist

Pulte Homes / North Brunswick, NJ / 2017 - 2019

Effectively converted leads to customers, generated referrals, and built strategic customer and realtor relationships to maximize revenue through the sale of Pulte-constructed homes. In this role, I demonstrated a strong ability to understand and engage diverse target audiences.

- Successfully converted leads into customers with a 20% increase in conversion rate by crafting and implementing tailored sales strategies, resulting in increased sales and revenue for the organization.
- Established and maintained strong relationships with customers and realtors, fostering strategic partnerships that drove a 25% increase in referrals and contributed to the growth of the business.

- Employed a data-driven approach to sales, leveraging market insights to identify trends and opportunities and adjusting sales tactics accordingly to achieve a 15% improvement in overall sales performance.
- Demonstrated a keen understanding of marketing principles, utilizing various channels to promote Pulte-constructed homes and attract potential buyers, resulting in a 30% increase in lead generation.
- Consistently achieved the highest customer satisfaction ratings in my division, showcasing my skill in connecting with various clients and ensuring their needs were met.

Digital Marketing & Brand Strategy Consultant

Tahara & Co. / NJ / 2016 - Present

As a consulting branding & marketing strategist for individuals and small businesses, I cultivate brand foundations that shape the formation of brand identities and story-driven marketing strategies by blending first-party data, industry insights, and cultural understanding to create a holistic approach to brand marketing strategy development.

- Devise tailored brand marketing strategies that cater to each client's unique needs and goals, while developing unforgettable branding experiences that resonate with their target audiences.
- Offer expert guidance on integrating anti-racism, diversity, equity, inclusion (DEI), and corporate social responsibility (CSR) elements into clients' brand strategies, ensuring ethical and inclusive marketing practices that align with the brand's core values.
- Utilize cutting-edge marketing tools and analytics platforms to measure campaign performance, identify areas for improvement, and adjust strategies accordingly to maximize return on investment.

Regional Assistant Property Manager

Greystar RE Partners / New Brunswick, NJ / 2016

Assisted with managing properties throughout the Tri-State area (NY/NJ/CT), including La Rochelle, 121 Towne, The Union at Lyndhurst, Meridia Main Station, and any other community without a permanent assistant community manager or community manager.

- Facilitated the preparation and implementation of the community's annual operating and capital budgets—completed required reports, including weekly, monthly, and quarterly leasing, variance, and capital reporting.
- Responsible for analyzing performance and market trends to develop and implement a monthly marketing plan, maintained detailed knowledge of market and sub-market through networks supported with significant competitors, and established monthly leasing goals to achieve budgeted occupancy levels.
- Managed team member recruitment, performance, and training. Oversaw accounts receivables, ensuring rents and fees were billed and collected.
- Maintained an average monthly closing ratio of 30 - 35%, a property occupancy rate of 98% or higher, and a vacancy rate of 2.75% or lower.

Leasing & Marketing Manager

Greystar RE Partners / New Brunswick, NJ / 2012 - 2016

Ensured the community achieved its revenue and occupancy goals by directing its marketing, advertising, and sales activities, overseeing on-site traffic, guaranteeing an appropriate inventory of ready apartments, setting rent pricing and concessions, and monitoring the day-to-day sales and leasing activities.

- Conducted regular market surveys and comp analysis to remain well informed on current market conditions and competitor activities.
- Established and implemented short- and long-term marketing plans and creative strategies around pricing, leasing incentives, and concessions to boost traffic and rentals.
- Analyzed financial reports, traffic reports, closing ratios, and additional operational
- Maintained a 30-35% closing ratio, the property occupancy rate of 98% or higher, and a 2.75% or lower vacancy rate.
- Promoted to Floating Assistant Property Manager, supporting the regional operations team for the entire portfolio within the Tri-State Area.

Core Qualifications

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| • Digital Marketing | • Social Media Marketing | • Data Analysis |
| • Creative Design & Strategy | • Data-Driven Market Research | • DEIA & CSR |
| • Brand Strategy | • Communication Strategy | • Integrated Marketing |
| • Sales & Marketing | • Inclusive Marketing | • Public Relations |
| • Content Management | • Strategic Planning | |
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CERTIFICATIONS

WELL AP	International WELL Building Institute / In Progress
Social Marketing Certification	Hootsuite / Mar. 2022
Professional Certified Marketer, PCM®	American Marketing Association (AMA) / Oct. 2021
Certified Digital Marketing Professional, CDMP®	Digital Marketing Institute (DMI) / Oct. 2021
LEED Green Associate	Green Business Cert. Inc. (GBCI) / Aug. 2013

PROFESSIONAL DEVELOPMENT

Corporate Social Innovation	Rutgers University / Virtual / Jan. 2023
Employer Branding on LinkedIn	LinkedIn Learning / Virtual / Jan. 2023
Agile Marketing Foundations	LinkedIn Learning / Virtual / Dec. 2022
Social Media: Designing a Consistent Brand	LinkedIn Learning / Virtual / Aug. 2022
Neuromarketing: Tap into your Customer's Primal Brain	LinkedIn Learning / Virtual / Aug. 2022
Content Marketing	HubSpot Academy / Virtual / Feb. 2022
Inbound Marketing	HubSpot Academy / Virtual / Apr. 2021
Digital Advertising	HubSpot Academy / Virtual / Apr. 2021